

FUSIONDATA BUILDS VIRTUAL DESKTOP INFRASTRUCTURE SOLUTIONS WITH RED HAT



PARTNER RESOURCES

Red Hat® ISV Program

Red Hat Embedded Program

SOFTWARE AND SERVICES

Red Hat Enterprise Linux®

Red Hat Virtualization

Red Hat Gluster Storage

Red Hat Technical Account Management

FusionData, a Seoul, South Korea-based provider of virtualization and cloud solutions, needed a technology partner with an industrial-grade operating system (OS), virtualization, and storage software. FusionData wanted to embed the stack into its virtual desktop infrastructure (VDI) solutions to provide better functionality, performance, and cost than its competition. It was also important that the partner have a strong brand and independent software vendor (ISV) technical support to help FusionData compete with large global competitors. By choosing Red Hat, FusionData was able to quickly realize this goal and gain market share.



SOFTWARE INDUSTRY

BENEFITS

- Product stability, reliability, and performance to compete with turnkey solutions from large competitors
- Ongoing knowledge transfer on product performance and emerging technologies to help optimize current products and maintain a leading-edge roadmap
- Increased competitive edge and marketplace credibility to compete with Citrix and VMware in the South Korean market

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LEE JONG-MYUNG
CEO, FUSIONDATA



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LEE JONG-MYUNG
CEO, FUSIONDATA

FUSIONDATA

FusionData, a Seoul, South Korea-based company, is a leading provider of virtualization and cloud solutions in the South Korean market. Its virtual desktop infrastructure (VDI) solution, JDESKTOP Enterprise, is built on top of Red Hat Enterprise Linux and Red Hat Virtualization to provide features that include virtual machine provisioning, self-service, monitoring, and reporting.

Cloud technology combined with VDI enables IT organizations to provide secure, anytime access to applications and data on any device. VDI also reduces desktop management costs and complexity, strengthens compliance, and improves productivity.

OVERCOMING DESKTOP VIRTUALIZATION CHALLENGES

While VDI offers a host of benefits, it can be difficult and costly to implement. In addition to high capital expenditure (CapEx) requirements, deploying cloud computing and virtualization to support VDI can be difficult, time-consuming, and requires specialized skills.

Unfortunately, IT staff with the knowledge to handle complex VDI hardware, software, and networking integration are often in short supply. While global competitors like Citrix and VMware offer turnkey VDI solutions based on proprietary architectures, these solutions can still be too complex and expensive for mid-sized and smaller enterprises. In many geographies, there is a need for a simpler, lower-cost way to implement VDI.

FusionData saw an opportunity in this market to overcome South Korean IT cultural hesitancy to buy open systems-based solutions. It believed that it could compete with VMware and Citrix by providing an easy-to-deploy VDI solution with better performance, reliability, and cost—built on tightly integrated open source components.

FusionData started with community Linux and oVirt, but found that the lack of formalized release cycles, tight integration, and 24x7 tech support was not conducive to product stability and customer confidence. To compete effectively with VMware and Citrix, FusionData needed to build a solution on an industrial-grade OS, virtualization, and storage platform that could deliver:

- High levels of reliability, security, and scalability.
- Tight integration of the stack components.
- A stable life cycle with established release cycles.
- Comprehensive 24x7 technical support.
- A strong global brand.

“We chose Red Hat because it is a global leader in open source. Open source has a relatively lower market entry barrier than other enterprise technologies. With continuous development provided by both the open source community and Red Hat engineers, it provides the reliability, security, scalability, and flexibility that we need to build competitive VDI solutions,” said Lee Jong-Myung, CEO of FusionData.

BUILDING A COST-EFFECTIVE, OPEN SOURCE VDI SOLUTION

FusionData embedded Red Hat Enterprise Linux and Red Hat Virtualization into its VDI solution. Now FusionData JDESKTOP Enterprise is available as a software package or as JD-ONE, a hyper-converged infrastructure (HCI) hardware appliance that includes Red Hat Gluster Storage.

“We realized a 10% performance enhancement when we migrated to Red Hat.”

HONG SUNG-HO
SALES DIRECTOR, FUSIONDATA

The proven track record of Red Hat solutions gives FusionData credibility with enterprise customers. Long product life cycles, scheduled releases, and award-winning technical support¹ also influenced FusionData to choose Red Hat as a partner. In addition, tight integration with all of Red Hat's software stack increases performance, streamlines deployment, and speeds development.

“We realized a 10% performance enhancement when we migrated to Red Hat,” said Hong Sung-Ho, sales director of FusionData.

Red Hat Virtualization provides centralized management, security, reliability, and scalability to cost-effectively provision, isolate, and manage many high-performance virtual desktops. The Red Hat Virtualization Manager Representational State Transfer (REST) application programming interface (API) also helped FusionData integrate the virtualization platform with its VDI software to provide a seamless administrative environment.

Embedding Red Hat Gluster Storage with JDESKTOP Enterprise in the JD-ONE appliance provides highly scalable, highly available storage for structured and unstructured user data. Because it is software-defined, the storage pool can be easily increased with inexpensive industry-standard hardware. The tight integration between Red Hat Virtualization and Red Hat Gluster Storage simplifies the process of embedding the VDI solution in a HCI hardware appliance.

In addition, FusionData worked with Red Hat Technical Account Management to collaborate with the open source community and develop products for global enterprises. Red Hat regularly provides FusionData with information on emerging technologies and product performance to help speed development and optimize the solution.

WORKING WITH A TRUSTED PARTNER

GAINING A COMPETITIVE ADVANTAGE IN THE SOUTH KOREAN MARKET

Embedding Red Hat Enterprise Linux and Red Hat Virtualization in FusionData JDESKTOP Enterprise and JD-ONE makes the products perfectly suited for the South Korean market. Both solutions are easy to deploy and use, and they provide better functionality, performance, and cost than Citrix or VMware offerings.

“Thanks to the Red Hat software stack and Red Hat technical advice, we quickly developed a robust, complete virtualization solution at a price that is competitive in the South Korean marketplace,” said Lee.

In South Korea, like many other countries, government agencies and government-owned businesses prefer domestic solutions.

“Because we embed Red Hat software into our VDI solution, it qualifies as a domestically produced product and can be sold successfully into the government market,” said Lee. “Also, as part of the Red Hat Embedded Program, we gain an additional revenue stream that we would not have if we simply encouraged our customers to purchase subscriptions directly from Red Hat.”

ACQUIRING THE KNOWLEDGE TO BUILD A LEADING PRODUCT LINE AND ROADMAP

FusionData wanted to develop a number of leading virtualization solutions for the global marketplace, but initially found there was limited expertise in South Korea. However, as a Red Hat ISV partner, FusionData gained 24x7 access to a network of experienced and motivated Red Hat Certified Engineers, as well as to the Red Hat Knowledgebase.

¹ <https://access.redhat.com/recognition/?intcmp=701f200000h56LAAQ&>

“The support of Red Hat, a global industry leader, gives us the power to penetrate the VDI solution market.”

LEE JONG-MYUNG
CEO, FUSIONDATA

Also, as part of Red Hat’s Technical Account Management services, Red Hat experts held several architecture brainstorming sessions with FusionData architects and developers.

“The Red Hat Technical Account Manager and technical staff helped us build the architecture, migrate from community software to the Red Hat stack, and optimize the performance of our VDI solutions,” said Lee.

COMPETING WITH LARGE GLOBAL COMPETITORS

As a Red Hat Embedded Program partner, FusionData benefits from Red Hat’s reputation for reliability and stability, and prospects are more confident that the platform is stable and secure. Red Hat’s enterprise software stack, combined with the technical resources it provides ISV partners, significantly strengthens FusionData’s VDI solutions and brand.

“The support of Red Hat, a global industry leader, gives us the power to penetrate the VDI solution market,” said Lee. “The strength of Red Hat’s brand for enterprise open source gives us the ability to deliver a turnkey solution built on open source that is credible with customers in the South Korean market.”

CONCLUSION

With Red Hat technology and support, FusionData is meeting its goal to provide a viable VDI solution for the South Korean market. In addition, the relationship with Red Hat lets FusionData:

- Quickly and cost-effectively bring new features to market.
- Execute on its roadmap to expand offerings to grow its business.
- Confidently expand into Japan and East Asia.

ABOUT FUSIONDATA

FusionData is a leading provider of virtualization and cloud solutions in the South Korean market. Their services include consulting, designing, deploying, and managing computing environments to reduce total cost of ownership (TCO), improve performance, centralize management, and enhance security. For more information visit www.fusiondata.co.kr.

ABOUT RED HAT

Red Hat is the world’s leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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